

## SYSTEM FOR INTEGRATED MEDIA PRESENTATION

### ABSTRACT OF THE DISCLOSURE

A system for combining media delivery mechanisms such as television and the

5 Internet to provide an entertaining production. In a preferred embodiment, a large-scale  
“contest” in the form of a bounty hunt uses tens of thousands of registered users, or agents.  
The agents are assigned to track down, identify and “capture” a single “runner.” The runner  
is an unknown individual who must elude capture for 30 days to win a money prize. The  
runner is given goals to achieve throughout the 30 day period. Goals can be to visit a store or  
10 restaurant in a specific city, or perform other tasks. Hints about the runner’s whereabouts and  
goals are provided to the agents. Agents score points and can collaborate in groups called  
“syndicates.” A website provides information in association with televised broadcasts of the  
contest events. For example, the televised broadcasts include images of the runner in past or  
current locations. Information about the runner, the runner’s past, the runner’s acquaintances,  
etc. Agents and others can appear in the broadcasts to provide the audience with exciting  
15 aspects of the overall “hunt.” The website is available to the audience and to agents. Much  
of the information is public but some is reserved for agent use. The website provides detailed  
maps, dossier data, profile data, etc. The website provides for exchange of information  
among syndicate members and can announce events that will be part of the televised  
20 programming.

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